



**Councilmember
Francisco Heredia
District 3**

News and happenings in West Mesa

September 2020

Greetings District 3 Neighbors!

The City Council summer break is over and it is now full speed ahead down the homestretch of 2020. This year certainly hasn't gone how anyone has expected but if we can stay strong, wear our masks, take the proper precautions and be respectful to others, we can finish 2020 strong.

I know I have talked a lot about the Census, but September is the final month to get your forms filled out. Mesa has done job in responding, so there is still time if you haven't yet.

If you need anything or I can help you in any way, you can contact my office:
District3@mesaaz.gov or 480-644-6275

~Councilmember Francisco Heredia

Mesa CARES Updates and Programs



Mesa CARES Residential Utility Assistance

The City of Mesa is partnering with Mesa Community Action Network (Mesa CAN) to make \$8,000,000 of utility assistance money available for Mesa residents who are having problems paying their utility bills due to COVID-19

- Open to Mesa residents for Mesa, SRP and Southwest Gas utilities
- For those impacted by COVID-19 after March 1, 2020 who have delinquent utility accounts
- For residential utility account assistance
- No eligibility requirement related to when the applicant last received assistance from Mesa CAN
- Furloughed, loss of job, or have applied for unemployment, reduced hours, other economic hardship related to COVID-19. Mesa CAN's existing application and income qualifying at 200% Federal Poverty Level
- 30-day Income look back period for those financially struggling due to COVID-19
- Mesa Residents Only. Maricopa County residents, including County Island residents should contact Maricopa County
- Funds will be awarded on a first-come, first-served basis until exhausted or December 30, 2020

Options to get an application:

- Pick-Up - Visit Mesa CAN at 635 E Broadway Rd (pick-up)

- Mail to You - Call Mesa CAN at (480) 833-9200 x-3401
- Download Application: [Print version of application](#) [PDF]
- Apply Online: [Online Application](#)

Eviction and Foreclosure Prevention Program

The City of Mesa Housing and Community Development will be accepting applications for the Eviction and Foreclosure Prevention Program. This will be an online application and available in English and Spanish. Paper applications are available only for those who require special assistance. For more information, please see Instructions for Persons with Disabilities and Person with Limited English (linked below). All applicants are subject to regulations and policies governing the HUD Community Development Block Grant (CDBG).

Who can apply:

Mesa residents (families and individuals) who have legal presence.

How to apply:

Applications will be accepted online beginning Tuesday, June 2, 2020 at 9:00 a.m. (PST) until funding is exhausted.

You will need:

- Social Security numbers for all family members, if applicable
- Birth dates for all family members
- Total gross annual income (all sources) - include income of all family members in total

Income Requirements:

Total Household Income must not exceed the following:

HUD Income Limits for Eligibility*	
FAMILY SIZE	LI (80% Median)
1 Person	\$43,600
2 Persons	\$49,800
3 Persons	\$56,050
4 Persons	\$62,250
5 Persons	\$67,250
6 Persons	\$72,250
7 Persons	\$77,200
8 Persons	\$82,200

*Based on HUD 2020 Income Limits

For more information, click [here](#).

Mesa CARES Technical Assistance Program provides FREE training and coaching in Spanish for Mesa small businesses

Is your business struggling due to COVID-19? Could you use some training, education, and coaching to get it back on track? Would you prefer your customized training in Spanish?

The City of Mesa is partnering with Local First Arizona, Prestamos, and the East Valley Hispanic Chamber of Commerce to provide FREE small business technical assistance webinars, online training, and coaching in Spanish for Mesa small businesses affected by COVID-19.

These events will run through December. They will cover the following topics in Spanish through a mix of online classes with interactive discussions, group coaching, and one-on-one counseling - all delivered by subject matter experts:

Tax Preparation/PPP

E-Commerce

Adapting in the Midst of Change

E-Commerce: Boutique Retail, Mom and Pops, Restaurants

Marketing

Understanding Business Insurance

Selling in the Time of COVID

Customer Service

Access to Capital/Credit Building

Advanced E-Commerce

Debt Relief
Supply Chain Management

Businesses can apply online in Spanish or English at www.MesaAz.Gov/CARESBizTechAssist. Anyone needing help completing the application may contact the Mesa CARES Call Center at 480-644-CARE (2273). The call center is open Monday through Friday between 8 a.m. and 5 p.m.

Monsoon Safety Tips



We've already had a number of storms come through our area and there is always the potential for more on the way, so it is important that everyone knows how to take the proper precautions in the event of a storm.

The City of Mesa offers several hotlines to report monsoon-

related issues, as well as several different locations where residents can pick up sandbags. Click [here](#) for a map of sandbag distribution locations.

If you are driving when a monsoon hits, remember these important safety tips:

1. Never drive into flooded roadways
2. Never drive around barricades
3. Drive slow
4. If you pull off the roadway, turn your lights off.

The City of Mesa Transportation Department is prepared to activate the storm response crew in the event monsoon weather moves into the city. Field operations crews will actively monitor any storms and rainfall activity and have our storm water pump equipment staged and ready to respond to any potential road flooding that may occur as a result of a storm.

If you arrive to an intersection with the signal out, treat it as a four-way stop and proceed with caution. Behind the scenes, our technology has already alerted Transportation signal techs of the outage via text message and email and they are responding. Pay attention to hazard signs such as "Do Not Cross When Flooded," "Road Closed Due to Flooding," and "Roadblocks." Ignoring barriers or signs can threaten life and property.

Report downed trees or other hazards in the public right-of-way to the City of Mesa's UCC by calling 480-644-3038, which is staffed 24/7 and will dispatch City of Mesa Transportation's Road Hazard Response Crew to respond.

For additional storm preparation information and a complete list of contact numbers and social media feeds, click [here](#).

New Developments in District 3

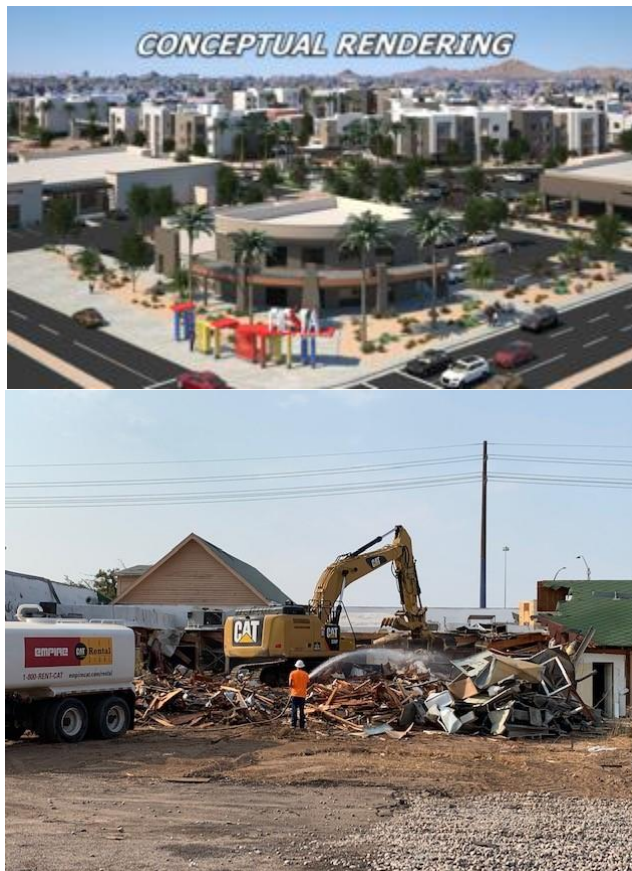
The Landing at Fiesta Village



Located at the northwest corner of Alma School and Southern, the Grace Property has seen significant changes. Building demolition has started, with plans for the entire site to be leveled by the end of November 2020.

The property will be home to The Landing at Fiesta Village, a 220-unit multi-family community with a clubhouse, fitness center and pool amenities.

The site also features several locations for future restaurant development.



Broadstone Dobson Ranch



The Dobson Ranch Inn and Fiesta Bar & Grill currently sit at the northwest corner of Dobson and Isabella. A redevelopment plan would see the site become a high-quality residential community called Broadstone Dobson Ranch.

It would be a luxury multi-family community with approximately 288 units. Outdoor amenities would include a resort style pool and separate spa surrounded by various seating options, a large turf area for active and passive events and recreation, a dog park located in the northeast corner of the site, which includes a dog washing and drinking station. Indoor amenities include a large recreation facility that houses community spaces for fitness, business services, game room, wi-fi café/rideshare lounge, and mail facilities.



City to help Mesa merchants generate foot traffic using new online marketing platform



pandemic.

In an effort to continue supporting small businesses as they navigate the impacts of COVID-19, the City of Mesa is partnering with Hownd, a customer foot traffic- and revenue-generation platform for local brick and mortar businesses, to launch an online marketing program available to Mesa businesses at no cost to help drive customers back through their doors. The platform is designed to generate immediate cash sales and customer traffic as businesses work to recover from the impacts of the

The program, dubbed "Shop Mesa," invites merchants to join the Hownd platform to offer customers the opportunity to purchase support vouchers, much like digital gift cards, and take advantage of promotional offers from local businesses.

The City of Mesa has established a fund to cover Hownd administrative fees that would ordinarily be charged to the participating merchant. The fund is anticipated to generate a substantial return on investment by generating revenue for local businesses from thousands of consumers through the sale of vouchers, gift cards, and coupons purchased through the MyHownd mobile app, email, social media, or a participating business's website.

Businesses based in Mesa can learn more about the program, request information, and sign up by visiting www.hownd.com/Mesa-AZ. They can also visit the City of Mesa's website at www.MesaAz.gov/ShopMesa. Consumers who want to support Mesa businesses through this program can download the MyHownd app from their favorite app store.

About Hownd

Hownd is a proven, fully automated, and effortless foot traffic and revenue-generation platform that creates profitable guest visits for local businesses by delivering their targeted promotions to existing and new nearby consumers. Focused on the success of local business owners, the company has served thousands of local merchants and more than 40 million consumers throughout North America and beyond. Unlike outdated group-buying deal sites and offer portals that can bleed merchants dry, Hownd provides quantifiable, attributable, and sustainable long-term value to local businesses, reduces their effort and costs, and increases their real revenue and profit. Learn more at www.hownd.com or visit hownd.app/sign-up to get started in just five minutes. Call 877-394-2410 for more information.

Mesa offering relief to low income seniors on their water bills



The City of Mesa is now offering the Low-Income Senior Water Discount Program (LISR). The residential utility assistance program, in partnership with A New Leaf/Mesa Community Action Network (MesaCAN), provides a 30 percent discount on the Water Service Rate, one of the key water rate components on a customer's bill. On a three-quarter inch water service, the most common size for residences, the discount reduces the fixed, monthly charge from \$28.10 per month to \$19.67 per month. This program does not change any other water rate component.

To qualify for the LISR program, residents must be 60 years of age or older; a permanent, full-time resident of the service address and low income as defined by the Arizona Department of Economic Security Low Income Home Energy Assistance Program (LIHEAP). Once MesaCAN reviews and qualifies the applicant, the LISR discount program will be added to the customer's account and will take effect with the next utility bill. The discounted rate cannot be applied retroactively. A Customer will be required to reapply and requalify after five years.

Applications can be picked up at MesaCAN, 635 E. Broadway Road or mailed to you by calling MesaCAN at (480) 833-9200 ext. 3401. You can also apply online at <https://form.iotform.com/turnanewleaf/utility-assistance-self-service> or download it at <https://www.mesaaz.gov/home/showdocument?id=39362>.

For more information, visit www.mesaaz.gov/lisr.

Last Call for Census 2020!



The City of Mesa has officially surpassed our 2010 voluntary response-rate of 61.5%. Thank you to everyone who has taken the time to fill out your Census form. This is a significant milestone as public participation nationwide has been declining over the past several censuses. Currently, the national response rate is 4% behind the 2010 response rate and other cities in Arizona such as Phoenix, Glendale, and Tucson are all several percentages behind their 2010

response rates.

You have until September 30 to complete your Census form and help secure funding for our future,

The results of the 2020 Census will help determine how hundreds of billions of dollars in federal funding flow into communities every year for the next decade. By participating in the census, we ensure support towards programs in education, healthcare, transportation, park and recreation services and other important local resources.

For the first time in history, you can complete the census online, over the phone or by mail. To learn more, click [here](#).

STAY INFORMED



Follow us on [Facebook](#) and [Twitter](#)! For Council meeting info click [here](#). Visit [Mesa Channel 11](#) for more updates.

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